

IN THE ABSTRACT:

~~Abstract~~ABSTRACT OF THE DISCLOSURE

The present invention relates to a mediating service which mediates and switches, respectively, networked services between a portable electronic device and service providers operating the networked services. ~~In accordance with an aspect of the present invention, a method for mediating networked services by a mediating service provider is provided.~~ A service request message is received from a portable, electronic terminal via a data communication connection to provide at least a tag identification sequence and a subscriber identification. The tag identification sequence is originally obtained from a RFID tag by an RF tag reader connected to said portable, electronic terminal. One or more ~~one or more~~ individual services are selected by ~~them~~ means of the tag identification sequence and on the basis of the subscriber identification. The mediating service provider further initiates the establishing of the one or more selected individual services between the portable, electronic terminal and at least one tag service provider which operates the one or more selected individual services.

~~In accordance with an aspect of the present invention, a method for accessing networked services by a portable, electronic terminal provided. Information stored in a RFID tag is obtained by a RFID tag reader which is connected to the portable, electronic terminal. The obtained information includes at least a tag identification sequence. A service request message is generated which includes the obtained information and subscriber information e.g. stored in the portable, electronic terminal and in a storage component thereof, respectively. The service request message is transmitted to a mediating service provider in order to establish one or more selected individual services between the portable, electronic terminal and at least one tag service provider. The establishment of the one or more selected individual services is performed by the mediating service provider which is responsible for the selecting of the one or more selected individual services on the basis of the service request message.~~

~~Additionally, network serving devices, portable, electronic terminals and a system comprising at least one portable, electronic terminal and a network serving device for operation the method according to the invention are provided~~

(Fig. 2a)